

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1-23 and 25-35 are pending in the present application. Claim 22 is amended, Claim 24 is canceled and Claim 35 is added by the present amendment.

Claim 22 is amended to recite features of Claim 24 and new Claim 35 recites features of Claims 24 and 29. Thus, no new matter is added.

In the outstanding Office Action, Claims 22-24 and 29 were rejected under 35 U.S.C. § 103(a) as unpatentable over U.S. Patent No. 6,097,836 to Inoue in view of U.S. Patent No. 6,304,671 to Kakutani; and Claims 1-21, 25-28 and 30-34 were allowed.

Applicants gratefully acknowledge the Examiner's indication of allowable subject matter.

Claims 22-24 and 29 were rejected under 35 U.S.C. § 103(a) as unpatentable over Inoue in view of Kakutani. Applicants respectfully traverse that rejection and provide comments directed to the subject matter of Claims 22, 29 and 35.

Applicants respectfully submit that the Office Action fails to establish a *prima facie* case of obviousness to the Claim 24, because the examiner does not point out that the elements of Claim 24 are shown in the cited references. Furthermore, Inoue and Kakutani do not disclose or suggest "a plurality of the storage means correspond to a plurality of settings for a predetermined condition", "the predetermined condition affecting the display characteristic of the image display apparatus," and "a storage means selection unit that selects one among the plurality of storage means, based on an input setting for the predetermined condition," as recited in amended Claim 22 and as similarly recited in new Claim 35.

Accordingly, applicants respectfully submit that independent Claims 22 and 35 patentably define over the applied references.

Further, applicants respectfully submit that the Office Action also fails to establish a *prima facie* case of obviousness against Claim 29, which is a method claim corresponding to original apparatus Claim 22, because the Office Action does not demonstrate that the following is disclosed or suggested in prior art: “a relationship between tone values before and after tone correction, which is set based on a display characteristic of the image display apparatus” as recited in Claim 29.

Inoue indicates the art of correcting an input image recorded in a color fog state and in a backlight state. Inoue neither teaches nor suggests that the relationship between tone values before and after tone correction is set based on a display characteristic of the image display apparatus.

In addition, the method of Claim 29 includes the step of “carrying out color reduction to convert tones of the corrected image data into tones expressible by the image display apparatus.” On the other hand, Inoue and Kakutani neither teach nor suggest a relationship between tone correction and color reduction.

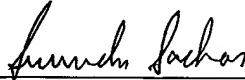
Accordingly, applicant respectfully submits that Claim 29 also patentably defines over references cited in the outstanding Office Action.

Accordingly, it is respectfully submitted that independent Claims 24, 29 and 35, and claims depending therefrom, are allowable.

Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

Respectfully submitted,

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